

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2023

### Beers & Lagers

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 26<sup>th</sup> July

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity.*
- *And please feel free to provide anything else you think is relevant.*

Scottish consumers will be keen to soak up the last of the summer sun with a few chilled brews in the back garden this month before we head into the colder autumn season. This brings ample opportunities for retailers and this feature will look at how best c-store owners can do this, whether that be through brands or formats. We would welcome comments on the following:

- How would you assess the performance of beers/lagers in the convenience channel now? What are the key trends that retailers should be aware of? Where are the areas for growth here?
- How seasonal are beers and lagers in Scotland? Should retailers reflect their range to match the changing of the seasons?
- How can retailers make the most of special events and occasions across the remainder of the month to really drive up some final sales? (e.g. The Rugby World Cup)
- How would you assess the availability of low and no options in the convenience channel? Could independent retailers be doing more to capitalise on demand for low and no options?
- What formats are currently performing well in beers and lagers? How does this differ, if at all, from recent times?
- How important is sustainability to beer and lager brands and what steps has your brand taken to boost its eco-credentials? How do you communicate this to consumers?
- What merchandising advice do you have for c-store retailers, with licensing rules in mind? Do you have any NPD or campaigns you would like to shout about?